

Nancy Pramanand

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PROFESSIONAL SUMMARY

Creative Strategist & Content Creator with 4+ years of experience producing high-performing content for organic and paid social media channels. Skilled in creative problem-solving, video production, and brand creator management. Proven ability to lead with a growth-focused mindset to increase revenue and brand awareness.

WORK EXPERIENCE

PAIR EYEWEAR

Manager of Creative Strategy

New York, NY

March 2025 – Present

- Develop 30+ original creative concepts per month for paid media platforms, leveraging a mix of existing video assets and new content to optimize performance and reduce CAC.
- Manage internal and external content creators, video editors, and production agencies to ensure consistent brand voice and alignment across all channels.
- Collaborate with the VP of Marketing and Art Director to develop go-to-market creative for evergreen product launches and limited-edition drops; lead cross-functional brainstorming to generate high-impact content ideas.

Creative Strategist for Organic and Paid Social

March 2024 – March 2025

- Led a lean social media team in the end-to-end conceptualization, execution, and publishing of paid and organic content across Meta, TikTok, and YouTube.
- Assisted in developing and maintaining a project management board to track all paid media productions and post-production workflows; collaborated with stakeholders to streamline processes and optimize content delivery timelines.
- Implemented organic social strategy to support product releases and refine brand voice across multiple social platforms; operated on tight timelines to support licensed brands such as Disney, The MET, and Warner Bros.

Brand Content Creator

Aug 2022 – March 2024

- Responsible for all aspects of video production and UGC-style static imagery; utilized Sprout Social to double the daily posting rate across all social channels within one year.
- Hosted monthly live streams across multiple platforms via Restream, driving Facebook engagement from 6% to 26%; covered product launches and provided style tips for women aged 25-55+.
- Identified emerging pop culture trends and integrated relevant elements into brand messaging to support cross-functional campaigns with Influencer and CRM teams.

BREVITÉ

Content Creator

New York, NY

June 2021 – Aug 2022

- Researched and pitched TikTok video concepts to the CEO and Marketing Manager to strengthen the brand's presence on the platform.
- Managed end-to-end video production, including editing with Adobe Premiere Pro and CapCut, to deliver polished social-first content.
- Appeared as on-camera talent in over 100 TikTok product demonstrations, increasing audience engagement and brand visibility; frequently reaching upwards of 100k in views per video.

EDUCATION

FASHION INSTITUTE OF TECHNOLOGY

Bachelor of Science

New York, NY

Major in Film and Media; Minors in Art History and English (Writing)

Relevant Achievements: Senior Resident Assistant and Student Government, Senator of Film and Media

CORE COMPETENCIES / SKILLS

- **Technical Skills:** Adobe Premiere Pro, After Effects, Audition, CapCut, Figma
- **Content and Project Management:** Monday.com, Notion, Sprout Social